

Revision  
Cancel on some lines  
Added spots on others.

# ORDER



Orders  
Order / Rev: 36845  
Alt Order #: 07913992  
Product Desc: DICKERSON/SS20/R  
Estimate: 3427  
Flight Dates: 10/30/12 - 11/05/12  
Original Date / Rev: 10/22/12 / 10/22/12  
Order Type: GENERAL

WTVF  
Primary AE: Fran Berg  
Sales Office: WADC  
Sales Region: National

Agency Name: National Media  
Buying Contact:  
Billing Contact:  
815 Slaters Lane  
Alexandria, VA 22314

Billing Type: Cash  
Billing Calendar: Broadcast  
Billing Cycle: EOM/EOC  
Agency Commission: 15%

Advertiser Name: Steve Dickerson for State Senate  
Demographic: A35-64  
Product Codes: PO03  
Priority: P4  
Revenue Codes: AGY, POL, CAND

New Business Thru: 10/31/13  
Order Separation: 00:15:00  
Advertiser External ID:  
Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	33	\$29,725.00	\$25,266.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	33	\$29,725.00	\$25,266.25	0.00
Totals	33	\$29,725.00	\$25,266.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Fran Berg			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WTVF	40%	\$29,725.00
Market	100%	\$74,312.50

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	60%	\$44,587.50
WCTE	0%	\$0.00
WHTN	0%	\$0.00
WJFB	0%	\$0.00
WKRN	0%	\$0.00
WNAB	0%	\$0.00
WNPX	0%	\$0.00
WPGD	0%	\$0.00
WSMV	0%	\$0.00
WUXP	0%	\$0.00
WZTV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTVF	11/01/12	11/02/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	---11--	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
MORN RPT ER ED< 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---11--			2			\$300.00		0.00			
N 3	WTVF	10/30/12	10/31/12		CM	6a-7a	-11----	:30	2	\$525.00	P4	0.00	NM	2	\$1,050.00

Order / Rev: 36845  
 Alt Order #: 07913992  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Steve Dickerson for State Senate  
 Product Desc: DICKERSON/SS20/R  
 Estimate: 3427

WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6a-7a M-F 6a-7a										
				MORNING REPORT<	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 -11----	2		\$525.00		0.00					
N 4	WTVF	10/31/12	11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a --1-1--	:30	2	\$200.00	P4	0.00	NM	2	\$400.00
				CBS THS MRNG-2<	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 --1-1--	2		\$200.00		0.00					
N 5	WTVF	10/31/12	11/02/12	M-F 6p-7p M-F 6p-630p	CM	6p-630p --1-1-- (6:00 PM-6:30 PM)	:30	2	\$750.00	P4	0.00	NM	2	\$1,500.00
				6P NEWS	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 --1-1--	2		\$750.00		0.00					
6	WTVF	11/05/12	11/05/12	M-F 6p-7p M-F 6p-630p	CM	6p-630p M----- (6:00 PM-6:30 PM)	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
				6P NEWS	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 11/05/12 11/11/12 M-----	1		\$750.00		0.00					
7	WTVF	10/30/12	11/01/12	M-F 6p-7p M-F 630p-7p	CM	630p-7p -1-1--- (6:30 PM-7:00 PM)	:30	2	\$700.00	P4	0.00	NM	2	\$1,400.00
				630P NEWS	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 -1-1---	2		\$700.00		0.00					
8	WTVF	11/05/12	11/05/12	M-F 6p-7p M-F 630p-7p	CM	630p-7p M----- (6:30 PM-7:00 PM)	:30	1	\$700.00	P4	0.00	NM	1	\$700.00
				630P NEWS	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 11/05/12 11/11/12 M-----	1		\$700.00		0.00					
N 9	WTVF	10/31/12	11/02/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-10-35p, Su 10p-10-35p	CM	10p-1035p --1-1--	:30	2	\$1,100.00	P4	0.00	NM	2	\$2,200.00
				10P NEWS	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 --1-1--	2		\$1,100.00		0.00					
10	WTVF	11/05/12	11/05/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-10-35p, Su 10p-10-35p(10:00 PM-10:30 PM)	CM	10p-1035p M-----	:30	1	\$1,100.00	P4	0.00	NM	1	\$1,100.00
				10P NEWS	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 11/05/12 11/11/12 M-----	1		\$1,100.00		0.00					
11	WTVF	10/30/12	11/01/12	M-F 1035p-1135p M-F 1035p-1135p	CM	1035p-1135p -1-1---	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
				D LETTRMAN-CBS<	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 -1-1---	2		\$300.00		0.00					
12	WTVF	11/05/12	11/05/12	M-F 1035p-1135p M-F 1035p-1135p	CM	1035p-1135p M-----	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
				D LETTRMAN-CBS<	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 11/05/12 11/11/12 M-----	1		\$300.00		0.00					
N 13	WTVF	11/02/12	11/02/12	M-F 1135p-1237a M-F 1135p-1237a	CM	1135p-1237a ----1--	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
				FERGUSON	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 ----1--	1		\$125.00		0.00					
14	WTVF	11/05/12	11/05/12	M-F 1135p-1237a M-F 1135p-1237a	CM	1135p-1237a M-----	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
				FERGUSON	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 11/05/12 11/11/12 M-----	1		\$125.00		0.00					
15	WTVF	10/30/12	10/30/12		CM	658p-8p -T-----	:30	1	\$2,600.00	P4	0.00	NM	1	\$2,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tue CBS Prime 7p-8p NCIS										
NCIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:	10/29/12	11/04/12	-T-----		1	\$2,600.00		0.00						
17	WTVF	11/01/12	11/01/12	Thu CBS Prime 9p-10p CM Elementary		9p-10p ---T---	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
ELEMENTARY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:	10/29/12	11/04/12	---T---		1	\$1,500.00		0.00						
18	WTVF	11/02/12	11/02/12	Fri CBS Prime 7p-8p CM CBS Prime		658p-8p ----F--	:30	1	\$1,200.00	P4	0.00	NM	1	\$1,200.00
CBS VARIOUS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:	10/29/12	11/04/12	----F--		1	\$1,200.00		0.00						
19	WTVF	11/02/12	11/02/12	Fri CBS Prime 9p-10p CM Blue Bloods		9p-10p ----F--	:30	1	\$1,600.00	P4	0.00	NM	1	\$1,600.00
BLUE BLOOD-CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:	10/29/12	11/04/12	----F--		1	\$1,600.00		0.00						
20	WTVF	11/03/12	11/03/12	Sat AM News 6a-9a CM Sa 6a-9a		558a-9a -----S-	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
WKND MORNG RPT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:	10/29/12	11/04/12	-----S-		1	\$300.00		0.00						
N 22	WTVF	11/03/12	11/03/12	College Prime Games CM Bama v. LSU		657p-10p -----S-	:30	2	\$3,600.00	P1	0.00	NM	2	\$7,200.00
SEC FTBL BAMA v LSU														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:	10/29/12	11/04/12	-----S-		2	\$3,600.00		0.00						
23	WTVF	11/04/12	11/04/12	Sun AM News 6a-8a CM Su 6a-8a		558a-8a -----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
WKND MORNG RPT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:	10/29/12	11/04/12	-----S		1	\$250.00		0.00						
25	WTVF	11/04/12	11/04/12	Sun 930a-10a CM Face the Nation		930a-10a -----S	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
FACE NATN-CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:	10/29/12	11/04/12	-----S		1	\$800.00		0.00						
26	WTVF	11/04/12	11/04/12	Sun CBS Prime 6p-7p CM 60 Minutes		557p-7p -----S	:30	1	\$2,000.00	P4	0.00	NM	1	\$2,000.00
60 MINUTES-CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:	10/29/12	11/04/12	-----S		1	\$2,000.00		0.00						
27	WTVF	11/04/12	11/04/12	Sun Sports Central 1024pM Su Sports Central		1024p-1050p -----S	:30	1	\$600.00	P4	0.00	NM	1	\$600.00
SUN SPORTS CENTER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

123

Agency	( ) NATIONAL MEDIA RESEARCH PLANNING	Rep Firm	( ) WASHINGTON
	815 SLATERS LANE	Sales Office	( ) FRAN BERG
	ALEXANDRIA, VA 22314	Salesperson	
Agency C/P1/P2/E	271/487/3427		
Flight Dates	10/30/2012 - 11/05/2012	Salesperson Phone#	202-872-1155
Hiatus Weeks		Salesperson FAX#	202-872-8745

STEVE DICKERSON FOR STATE SENATE -TN SD20 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

REV ORD TO SHOW PGM/TP CHG ON LN 42. CNT TTL REM THE SAME.  
PLS CFM, THANKS! BRITTNEY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	-----	-----	---	---	-----	-----
	*1	TH-F	5A-6A	MORN RPT ER ED<	:30	\$300.00	11/01-11/02	2	1	2	\$600.00	
Rating: 4.2	Buyline Comment: 1/DAY											
	V3 More than 2 codes changed											
	*4	M	5A-6A	MORN RPT ER ED<	:30	\$300.00	11/05-11/05	0	0	0	\$0.00	
Rating: 4.2	V3 Comment Changed, Spots/week Changed											
	*5	TU-W	6A-7A	MORNING REPORT<	:30	\$525.00	10/30-10/31	2	1	2	\$1,050.00	
Rating: 6.1	Buyline Comment: 1/DAY											
	V3 More than 2 codes changed											
	*8	W,F	8A-9A	CBS THS MRNG-2<	:30	\$200.00	10/31-11/02	2	1	2	\$400.00	
Rating: 2.8	Buyline Comment: 1/DAY											
	V3 More than 2 codes changed											

Rep Order# 7913992 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 36845

Printed: 10/22/2012 11:51 AM  
Last Received: 10/22/2012 11:46 AM  
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station WTVF-TV NASHVILLE TN  
Advertiser ( ) DICKERSON, STEVE  
Product DICKERSON/SS20/R  
Estimate# 3427  
Buyer MICHELLE MORIE  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 271/487/3427  
Flight Dates 10/30/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) FRAN BERG  
Salesperson Phone# 202-872-1155  
Salesperson FAX# 202-872-8745

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
----	----	-----	------	---------	-----	------	-------	------------	------------	-------------	------------	---------

	*11	W-TH	6P-630P	6P NEWS	:30	\$750.00	10/31-11/01	2	1	2	\$1,500.00	
--	-----	------	---------	---------	-----	----------	-------------	---	---	---	------------	--

Rating: 6.5  
Buyline Comment: 1/DAY  
V3 More than 2 codes changed

	*15	M	6P-630P	6P NEWS	:30	\$750.00	11/05-11/05	0	0	0	\$0.00	
--	-----	---	---------	---------	-----	----------	-------------	---	---	---	--------	--

Rating: 6.5  
V3 Comment Changed, Spots/week Changed

	*19	W,F	10P-1030P	10P NEWS	:30	\$1,100.00	10/31-11/02	2	1	2	\$2,200.00	
--	-----	-----	-----------	----------	-----	------------	-------------	---	---	---	------------	--

Rating: 8.2  
Buyline Comment: 1/DAY  
V3 More than 2 codes changed

	*26	F	1135P-1235A	FERGUSON	:30	\$125.00	11/02-11/02	1	1	1	\$125.00	
--	-----	---	-------------	----------	-----	----------	-------------	---	---	---	----------	--

Rating: 1.8  
V3 More than 2 codes changed

	*30	SU	8P-9P	GOOD WIFE	:30	\$2,000.00	11/04-11/04	0	0	0	\$0.00	
--	-----	----	-------	-----------	-----	------------	-------------	---	---	---	--------	--

Rating: 10.7  
V3 Comment Changed, Spots/week Changed

	*35	SA	230P-6P	SEC FOOTBALL	:30	\$3,000.00	11/03-11/03	0	0	0	\$0.00	
--	-----	----	---------	--------------	-----	------------	-------------	---	---	---	--------	--

Rating: 8.5  
V3 Comment Changed, Spots/week Changed

	*36	SA	7P-10P	SEC FTBL BAMA V LSU	:30	\$3,600.00	11/03-11/03	2	1	2	\$7,200.00	
--	-----	----	--------	---------------------	-----	------------	-------------	---	---	---	------------	--

Rating: 14.5  
V3 Comment Changed, Spots/week Changed

	*38	SU	8A-930A	SUNDAY MRN-CBS	:30	\$800.00	11/04-11/04	0	0	0	\$0.00	
--	-----	----	---------	----------------	-----	----------	-------------	---	---	---	--------	--

Rating: 7.7  
V3 Comment Changed, Spots/week Changed

Station WTVF-TV NASHVILLE TN	Agency ( ) NATIONAL MEDIA RESEARCH PLANNING	Rep Firm
Advertiser ( ) DICKERSON, STEVE	815 SLATERS LANE	Sales Office ( ) WASHINGTON
Product DICKERSON/SS20R	ALEXANDRIA, VA 22314	Salesperson ( ) FRAN BERG
Estimate# 3427	Agency C/P1/P2/E 271/487/3427	Salesperson Phone# 202-872-1155
Buyer MICHELLE MORIE	Flight Dates 10/30/2012 - 11/05/2012	Salesperson FAX# 202-872-8745
Phone#	Hiatus Weeks	
Fax#		

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*42	SA	6P-630P	SAT 6P NEWS	:30	\$300.00	11/03-11/03	1	1	1	\$300.00	
	Sales Remark: V5 PGM CHG											
	V3 Added											
	V5 More than 2 codes changed											
	*43	M	6A-7A	6A NEWS	:30	\$525.00	11/05-11/05	1	1	1	\$525.00	
	V3 Added											

---REPORT TOTALS---

Report Totals: 15 / \$13,900.00

---SALES MONTHLY TOTALS---

Nov 12: 32 / \$28,975.00

Sales Totals: 32 / \$28,975.00

Station Totals: 32 / \$28,975.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$72,438	CABL 0%	CBIA 0%	CBIB 0%	INTA 0%	NCFP 0%
		UNKN 60%	WKRN 0%	WNAB 0%	WSMV 0%	WTVF 40%
		WUXP 0%	WZTV 0%			

Books null

Demos RA3564

1 of 5

Fax#

STEVE EICHENBERG FOR STATE COUNCIL IN 2020 - NONDISCRIMINATION - PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

REV ORD TO SHOW CX SPOTS ON LNS 1,4,8,11,15,19,26,30,35,38  
ADDS ON LNS 36 & NEW LNS 42,43. REV CNT TTL 28,975  
PLS CFM, THANKS! BRITTNEY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	TH-F	5A-6A	MORN RPT ER ED<	:30	\$300.00	11/01-11/02	2	1	2	\$600.00	
Rating: 4.2												
Buyline Comment: 1/DAY												
Sales Remark: V3 CX 1X WED												
V3 More than 2 codes changed												
	*4	M	5A-6A	MORN RPT ER ED<	:30	\$300.00	11/05-11/05	0	0	0	\$0.00	
Rating: 4.2												
Sales Remark: V3 CX 1X												
V3 Comment Changed, Spots/week Changed												
	*5	TU-W	6A-7A	MORNING REPORT<	:30	\$525.00	10/30-10/31	2	1	2	\$1,050.00	
Rating: 6.1												
Buyline Comment: 1/DAY												
Sales Remark: V3 CX 1X FRI												
V3 More than 2 codes changed												

20

Agency	( ) NATIONAL MEDIA RESEARCH PLANNING 815 SLATERS LANE ALEXANDRIA, VA 22314	Rep Firm	( ) WASHINGTON
Agency C/P1/P2/E	271/487/3427	Sales Office	( ) FRAN BERG
Flight Dates	10/30/2012 - 11/05/2012	Salesperson	
Hiatus Weeks		Salesperson Phone#	202-872-1155
		Salesperson FAX#	202-872-8745

Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
-----	------	-------	------------	------------	-------------	------------	---------

: 30	\$200.00	10/31-11/02	2	1	2	\$400.00
------	----------	-------------	---	---	---	----------

Buyline Comment: 1/DAY  
Sales Remark: V3 CX 1X TU,FRI  
V3 More than 2 codes changed

Sales Remark: V3 CX 1X'  
V3 Comment Changed, Spots/week Changed

Buyline Comment: 1/DAY

M 630P-7P 630P NEWS

W, F 10P-1030P 10P NEWS

Buyline Comment: 1/DAY  
Sales Remark: V3 CX 1X TH  
V3 More than 2 codes changed

M 10P-1030P 10P NEWS



2045

Agency	( ) NATIONAL MEDIA RESEARCH PLANNING	Rep Firm	( ) WASHINGTON
	815 SLATERS LANE	Sales Office	( ) FRAN BERG
	ALEXANDRIA, VA 22314	Salesperson	( )
Agency C/P1/P2/E	271/487/3427	Salesperson Phone#	202-872-1155
Flight Dates	10/30/2012 - 11/05/2012	Salesperson FAX#	202-872-8745
Hiatus Weeks			

Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
-----	------	-------	------------	------------	-------------	------------	---------

30	\$300.00	10/30-11/01	2	1	2	\$600.00
----	----------	-------------	---	---	---	----------

30	\$300.00	11/05-11/05	1	1	\$300.00
----	----------	-------------	---	---	----------

: 30	\$2,600.00	10/30-10/30	1	1	\$2,600.00
------	------------	-------------	---	---	------------

11/21/11

[illegible][illegible]

Rep Order# 7913992 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 36845

Printed: 10/22/2012 10:01 AM  
Last Received: 10/22/2012 10:01 AM  
Showing Buylines: All Lines

Station WTVF-TV NASHVILLE TN  
Advertiser ( ) DICKERSON, STEVE  
Product DICKERSON/SS20/R  
Estimate# 3427  
Buyer MICHELLE MORIE  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 271/487/3427  
Flight Dates 10/30/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) FRAN BERG  
Salesperson Phone# 202-872-1155  
Salesperson FAX# 202-872-8745

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
----	----	-----	------	---------	-----	------	-------	------------	------------	-------------	------------	---------

	34	SA	6A-9A	WKND MORNG RPT	:30	\$300.00	11/03-11/03	1	1	1	\$300.00	
--	----	----	-------	----------------	-----	----------	-------------	---	---	---	----------	--

Rating: 4.5

	*35	SA	230P-6P	SEC FOOTBALL	:30	\$3,000.00	11/03-11/03	0	0	0	\$0.00	
--	-----	----	---------	--------------	-----	------------	-------------	---	---	---	--------	--

Rating: 8.5

Sales Remark: V3 CX 1X  
V3 Comment Changed, Spots/week Changed

	*36	SA	7P-10P	SEC FTBL BAMA V LSU	:30	\$3,600.00	11/03-11/03	2	1	2	\$7,200.00	
--	-----	----	--------	---------------------	-----	------------	-------------	---	---	---	------------	--

Rating: 14.5

Sales Remark: V3 ADD 1X  
V3 Comment Changed, Spots/week Changed

	37	SU	6A-8A	WKND MORNG RPT	:30	\$250.00	11/04-11/04	1	1	1	\$250.00	
--	----	----	-------	----------------	-----	----------	-------------	---	---	---	----------	--

Rating: 6.1

	*38	SU	8A-930A	SUNDAY MRN-CBS	:30	\$800.00	11/04-11/04	0	0	0	\$0.00	
--	-----	----	---------	----------------	-----	----------	-------------	---	---	---	--------	--

Rating: 7.7

Sales Remark: V3 CX 1X  
V3 Comment Changed, Spots/week Changed

	39	SU	930A-10A	FACE NATN-CBS	:30	\$800.00	11/04-11/04	1	1	1	\$800.00	
--	----	----	----------	---------------	-----	----------	-------------	---	---	---	----------	--

Rating: 5.1

	40	SU	6P-7P	60 MINUTES-CBS	:30	\$2,000.00	11/04-11/04	1	1	1	\$2,000.00	
--	----	----	-------	----------------	-----	------------	-------------	---	---	---	------------	--

Rating: 13.0

	41	SU	1025P-1045P	SUN SPORTS CENTER	:30	\$600.00	11/04-11/04	1	1	1	\$600.00	
--	----	----	-------------	-------------------	-----	----------	-------------	---	---	---	----------	--

Rating: 6.1

	*42	SA	630P-7P	SAT 630P NEWS	:30	\$300.00	11/03-11/03	1	1	1	\$300.00	
--	-----	----	---------	---------------	-----	----------	-------------	---	---	---	----------	--

Rating: 6.1

*WVFF*

Rep Order# 7913992 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 36845

Printed: 10/22/2012 10:01 AM  
Last Received: 10/22/2012 10:01 AM  
Showing Buylines: All Lines

5 of 5

Station WTVF-TV NASHVILLE TN  
Advertiser ( ) DICKERSON, STEVE  
Product DICKERSON/SS20/R  
Estimate# 3427  
Buyer MICHELLE MORIE  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 271/487/3427  
Flight Dates 10/30/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) FRANK BERG  
Salesperson Phone# 202-872-1155  
Salesperson FAX# 202-872-8745

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*43	M	6A-7A	6A NEWS	:30	\$525.00	11/05-11/05	1	1	1	\$525.00	
	Sales Remark: V3 ADD											
	V3 Added											

---REPORT TOTALS---

Report Totals: 32 / \$28,975.00

---SALES MONTHLY TOTALS---

Nov 12: 32 / \$28,975.00  
Sales Totals: 32 / \$28,975.00  
Station Totals: 32 / \$28,975.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$72,438	CABL 0%	CBIA 0%	CBIB 0%	INTA 0%	NCFP 0%
		UNKN 60%	WKRN 0%	WNAB 0%	WSMV 0%	
		WUXP 0%	WZTV 0%			WTVF 40%

Books null  
Demos RA3564

**POLITICAL/ISSUE ADVERTISING  
INQUIRY/REQUEST PUBLIC FILE FORM**

Instructions: This form must be completed as to all requests, both oral and written, for broadcast time (1) to be used by or on behalf of a candidate for public office, or (2) involving a controversial issue of public importance (including political and legislative matters where there is no Use@ by a legally qualified candidate). It is to be kept in the station Public Inspection File for a period of two years.

1. **Date and time of request:** 10/15/12
2. **Name of the person making request:** Michelle Morie
3. **Agency (if any):** National Media Research Planning
4. **Address of agency:** 815 Slaters Lane  
Alexandria, VA 22314
5. **Telephone number of agency:** 703-683-4877
6. **Name of candidate or description of issue:** Steve Dickerson
7. **Name of candidates authorized committee or name of issue ad sponsor:** Steve Dickerson for Tenn State Senate 22
8. **Name of treasurer of candidates committee or issue ad sponsor contact:** Ward Baker
9. **Address of candidates committee or issue ad sponsor contact:** 522 Heather Place  
Nashville, TN 37204
10. **Telephone number of candidates committee or issue ad sponsor contact:** 615-519-1896
11. **If the purchaser is not an individual, list the chief executive officers or members of the executive committee or of the board of directors of the entity or entities that is/are paying for the advertising (use additional pages if necessary):**  

Name: Ward Baker	Title: Campaign Manager
Name: _____	Title: _____
Name: _____	Title: _____
Name: _____	Title: _____
12. **Programs or times requested (use additional pages if necessary):** All dayparts
13. **Dates requested:** 4q '12
14. **Class of time requested (use additional pages if necessary):** candidate window rates
15. **Length of spot/program time requested (use additional pages if necessary):** 30"

16. Request made: In writing? \_\_\_\_\_ Orally? XX\_\_  
(if in writing, attach and retain)
17. Disposition of request: Granted \_\_\_\_\_  
Not Granted \_\_\_\_\_

If not granted, state reason or reasons in space below. If denied in writing, attach and retain.  
If granted, attach contract, invoice and schedule of date and time on which the ad(s) actually aired,  
when available.)

18. If granted, rate charged  
(use additional pages if necessary):

*If the advertisement refers to a candidate, please complete Questions 19-24.*

19. Name of candidate  
(if different from Question 6 above):
20. Political party of candidate: Republican
21. Office for which candidate is running: State Senate District 20
22. Is it a: Federal Office? \_\_\_\_\_ State Office? X \_\_\_\_  
Local Office? \_\_\_\_\_
23. Election for which candidate is  
campaigning: General Election
24. Date of election: 11/6/12

*If the request is by or on behalf of a candidate, please complete Questions 25-27.*

25. Request for documentation that candidate  
is legally qualified. (Attach any written  
documentation received.) Yes \_\_\_\_\_ No \_\_\_\_\_
26. Date Political Disclosure Form submitted  
to requestor:
27. If federal candidate, has candidate or  
authorized committee signed Bipartisan  
Campaign Reform Act (BCRA)  
Certification?

*Note: For issue advertisements where there is no Use@ by a legally qualified candidate and the  
advertisement does not relate to any political or legislative matter of national importance, the station  
may elect to only complete Questions 1,2,3,4,5, 6, 7, 8, 9, 10, and 11 of this form.*

COMMENTS:

*Fran Berg – Eagle TV Sales*

Signature of Person Receiving Request On  
Behalf of Station